

# DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

JANUARY – MARCH 2015



## DCBID INVITES BUSINESSES TO GET URBAN

In March, DCBID launched GET URBAN, a creative-tech office leasing initiative with a tour of five innovative office spaces followed by a kick-off reception. The program's goal is to lease more office space in Downtown LA with an emphasis on recruiting creative and tech tenants. The initiative educates brokers in addition to prospective tenants about the advantages of officing in Downtown LA through a marketing brochure, video, and a monthly series of office space tours and workplace showcases at some of Downtown's most innovative companies. The DCBID is also planning an "On the Road" panel series in surrounding markets.

The first phase of the Renaissance was driven by a booming residential population, followed by a resurgence of retail and amenities. Job growth and expansion of the office sector are the next phase in a virtuous cycle that we have seen in urban centers over the past decade.

The technology and creative industries will help power the next phase of Downtown's Renaissance as they are well-suited to urban centers where density and diversity create the kind of dynamic economic ecosystem in which they thrive.

Today's creative/tech companies are interested in locating their offices in areas that excel in "place-making" with vibrant streetscapes, convenient transit options, a walkable commute, bustling shops and restaurants, and more.



### In this issue:

- DCBID Invites Businesses to GET URBAN..... 1
- DCBID Goals 2015 .....2
- DCBID Invites Businesses to GET URBAN (Continues) ....3
- 2014 Year End Market Report .....3
- Q4 2014 Statistics .....3
- New Businesses .....4
- Event Support .....4
- Staff of the Quarter.....5
- Upcoming Events.....6

*Continues on page 3*



# DCBID GOALS 2015

## OPERATIONS

- Keep Downtown safe and clean.
- Expand BigBelly Solar trash can and tree trimming programs.
- Increase homeless outreach services.

## MARKETING

- Drive traffic to Downtown Center businesses and events.
- Populate DowntownLA.com with compelling content and develop an interactive app.
- Provide visitors with additional street level walk-up resources.

## ECONOMIC DEVELOPMENT

- Focus on reducing office vacancy rates by recruiting creative, tech, and traditional tenants through the Get Urban initiative.
- Host a fall panel and tour focusing on office recruitment.
- Continue to be the #1 resource for Downtown LA market research; develop new and original research.
- Continue to recruit local, regional and national retail with a focus on Broadway between 2nd and 4th.
- Continue to connect with residents through our proprietary Downtown Residential Managers (DRMA) Association.
- Conduct outreach to businesses and office tenants new to Downtown LA.





# DCBID INVITES BUSINESSES TO GET URBAN

Continued from page 1

Downtown LA is well positioned to attract this new type of office tenant, and the DCBID is looking forward to continuing this momentum through GET URBAN.

For more information, please visit [DowntownLA.com/GetUrban](http://DowntownLA.com/GetUrban)

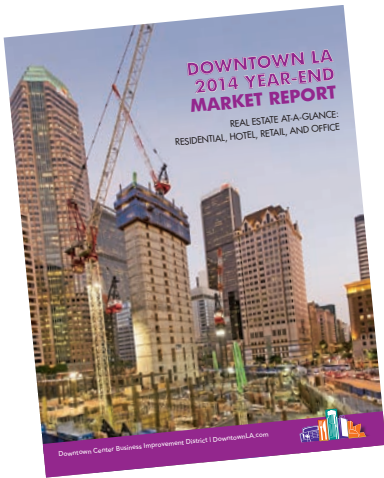
## 2014 YEAR END MARKET REPORT

The Downtown Center Business Improvement District [DCBID] released its Year End Market Report in February charting the continued vibrancy of the Downtown L.A. Renaissance.

Perhaps the biggest change in Downtown right now is in the office market, which is showing signs of renewed vigor after several difficult years. Historic buildings like the PacMutual Building have become thriving hubs for creative companies, while larger towers have begun to reposition themselves as "vertical campuses." Key findings include office vacancy dropping to 19.4%; the office lease rate increasing to \$3.21 psf; and most notably, total commercial leasing volume increased 63% over 2013, to 2,077,447 square feet.

Meanwhile, the residential market continued its red-hot pace, with rising rents and high occupancy indicating extremely strong demand. Fortunately, there are currently over 7,400 new residential units under construction including several of the largest projects in Downtown LA's history such as Metropolis and Fig Central.

On the retail side, among the over 1.2 million square feet of retail space under construction at the moment, none will be more impactful than the transformation of Macy's Plaza. Re-opening in 2015 as The Bloc, it will be an open-air retail concept, anchored by a revitalized Macy's and a mix of national and high-end boutique retailers.



## Q4 2014 STATISTICS:

*Calls for Service:* **5,742**

*Citizen Assists:* **1,700**

*Officer Observations:* **18,152**

*Merchant Contacts:* **4,853**

*LAPD Assists:* **100**

*LAFD Assists:* **22**

Photo: Gensler

## EVENTS

### **14th Annual Dance Media Festival**

April 30 – May 5  
Gallery at REDCAT  
[dancecamerawest.org](http://dancecamerawest.org)

### **23rd Annual Art of Motion Picture Costume Design Exhibition**

Now thru April 25  
FIDM Museum & Galleries  
[fidmmuseum.org](http://fidmmuseum.org)

### **Cinderella**

Now thru April 26  
Ahmanson Theater  
[centertheatergroup.org](http://centertheatergroup.org)

### **Opulent Art: 18th Century Dress from the Helen Larson Historic Fashion Collection**

Now thru July 3  
FIDM Museum & Galleries  
[fidmmuseum.org](http://fidmmuseum.org)

### **CITYRACE: The Best of Broadway**

April 18  
[racela.com](http://racela.com)

### **Varimezov Family Band MoiraSmiley & VOCO**

April 18  
Aratani Theater  
[festivalofsacredmusic.org](http://festivalofsacredmusic.org)

### **Helen Rae: Recent Drawings**

April 18-May 16  
The Good Luck Gallery  
[thegoodluckgallery.com](http://thegoodluckgallery.com)

### **Organ Recital: Olivier Latry**

Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

### **Earth Day LA**

April 22  
Music Center  
[musiccenter.org](http://musiccenter.org)

### **Gracias a la Vida: The Rebel Spirit of Violeta Parra**

April 25  
Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

### **Toyota Symphonies for Youth: Peter and the Wolf**

April 25 – May 2  
Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

### **Landlord & Tenant Series: Your rights and responsibilities**

April 27  
LA Law Library  
[lalawlibrary.org](http://lalawlibrary.org)



## NEW BUSINESSES

The DCBID recruited and/or facilitated the opening of many businesses, creating new jobs in Downtown LA.

### **Fogo de Chao**

800 S. Figueroa  
(213) 228-4300  
[fogodechao.com](http://fogodechao.com)

### **800 Degrees Pizzeria**

800 Wilshire Blvd.  
(213) 542-3790  
[800degreespizza.com](http://800degreespizza.com)

### **3rd Generation Sake Bar**

808 W. 7th St.  
(213) 627-8166  
[3rdgenerationusa.com](http://3rdgenerationusa.com)

### **The Little Easy**

216 W. 5th St.  
(213) 628-3113

### **Soup Bazaar**

199 W. Olympic Blvd.  
(213) 628-3110  
[soupbazaar.com](http://soupbazaar.com)

### **Green Grotto Juice Bar**

541 S. Spring St. #133  
(213) 235-7409  
[greengrottojuicebar.com](http://greengrottojuicebar.com)



## EVENT SUPPORT

The DCBID Marketing Department was proud to support the following events through our communications network and deployment of the Downtown Guides.

### **Farmer's Markets**

Weekly

### **DCBID Resident**

**Holiday Mixer**

December 10

### **DCBID Housing Tours**

Monthly

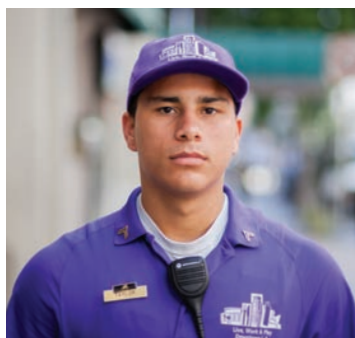
### **New Year's Eve Marathon**

January 3



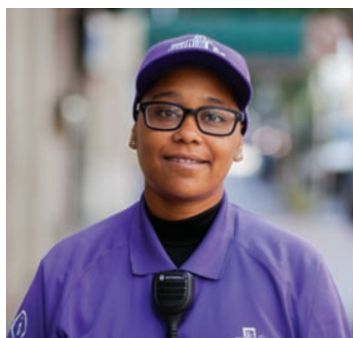


# STAFF OF THE QUARTER



## Safety Officer of the Quarter: Corporal Taylor Devin

Corporal Taylor Devin is being recognized for his hard work and dedication to the Downtown Center BID and the community he serves. Corporal Taylor is committed to leading by example and clearly possesses the traits of an exemplary Field Training Officer. Employees that he has trained have proven to perform at high levels after their preparation is complete. Taylor always has a positive attitude and is willing to spend additional time assisting his fellow Officers.



## Ambassador of the Quarter: Shekaca Washington

Ambassador Shekaca Washington comes to each assigned shift with a positive attitude and is always at least 10 to 15 minutes early. Shekaca always does her best to be of assistance to the people of Downtown L.A. with a friendly and approachable demeanor. She can frequently be seen giving directions and guidance, making sure that individuals are always pointed in the right direction. People are more than happy to acknowledge her for her outstanding customer service and warm smile.



## Clean Team Member of the Quarter: Tracy Salter

Tracy Salter has been selected as the DCBID "Employee of the Quarter" due to his highly efficient, observant and motivated work ethic. As an employee of the DCBID since May 2014, Tracy takes initiative and is always very professional when representing the DCBID and Chrysalis. Tracy takes pride in his position and enjoys working for the DCBID.

Photos by Gennia



## EVENTS

**Navarasa Dance Theater/  
Mamak Khadem**  
May 2  
Aratani Theater  
[festivalofsacredmusic.org](http://festivalofsacredmusic.org)

**Chamber Music Society:  
Brahms w/ Bronfman**  
May 5  
Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

**Acoustic Caffeine:  
Violin & Guitar Duo**  
May 6  
Gas Company Tower,  
Main Lobby  
[artsbrookfield.com](http://artsbrookfield.com)

**World City – Kulu Mele**  
May 9  
W.M. Keck Children's  
Amphitheater at WDCB  
[musiccenter.org](http://musiccenter.org)

**Wine After Work**  
May 13  
Patina  
[patinarestaurant.com](http://patinarestaurant.com)

**LeaLA**  
May 15 - 17  
Los Angeles Convention Center  
[lea-la.com](http://lea-la.com)

**RaceLA – Best of Race/LA**  
May 16  
Pershing Square  
[racela.com](http://racela.com)

**RuPaul's DragCon**  
May 16 – 17  
Los Angeles Convention Center  
[rupaulsdragcon.com](http://rupaulsdragcon.com)

**Next on Grand: Chamber  
Music Society – All American**  
May 19  
Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

**Falla & Flamenco with Dudamel**  
May 21 – 24  
Walt Disney Concert Hall  
[laphil.org](http://laphil.org)

**CityRace: The Secrets  
of Little Tokyo**  
May 31  
Japanese American Community  
& Cultural Center  
[racela.com](http://racela.com)

**FIGat7th Kids Club**  
2nd & 4th Saturdays  
FIGat7th  
[figat7th.com](http://figat7th.com)

## Board of Directors

**Peklar Pilavjian-Chair**

*Los Angeles United Investment Company*

**Sauli Danpour-Treasurer**

*Xyvest Holdings, Inc.*

**David Damus-Secretary**

*System Property Development, Inc.*

**Eric Bender-Executive Vice Chair**

*Downtown Properties*

**Robert Cushman-Executive Vice Chair**

*Brookfield Office Properties*

**Cari Wolk-Executive Vice Chair**

*Athena Parking, Inc.*

**Carol E. Schatz-President & CEO**

*Central City Association & Downtown Center BID*

**Travis Addison**

*CommonWealth Partners*

**Barry Altshuler**

*Equity Residential*

**Jim Bonham**

*Hines*

**Barbara Bundy**

*FIDM*

**Alex Capriotti**

*The Broad*

**Richard L. Costanzo**

*RP Realty Partners, LLC*

**Michael Czarcinski**

*The Westin Bonaventure*

**Clare De Briere**

*The Ratkovich Company*

**Simon Ha**

*TSK*

**Robert Hanasab**

*Hanasab Investments*

**Steven Hathaway**

*Los Angeles Athletic Club*

**Richard Stockton**

*OUE Limited*

**K.C. Yasmer**

*Forest City Development*

**Adele Yellin**

*Yellin Company*

**John C. Day**

*System Property Development, Inc.*

**Evan Grobecker**

*CommonWealth Partners*

**Matthew Nolan**

*Grand Central Square*

**Brian Plymell**

*Hines*

**Peter Zen**

*The Westin Bonaventure*

## DCBID Staff

**Carol E. Schatz**

*President & CEO*

**Shawn Bratton**

*Executive Assistant to Carol Schatz*

**Jeff Chodorow**

*Director of Finance*

**Ron Colcol**

*Superintendent of Maintenance Services*

**Dalia Cuiriz**

*Staff Accountant*

**Patricia Doherty**

*Administrative Assistant*

**Mike Filson**

*Economic Development & Marketing Assistant*

**Nicholas Ziff Griffin**

*Director of Economic Development*

**Suzanne Holley**

*Chief Operating Officer*

**Lauren Mitchell**

*Vice President, Marketing & Communications*

**Lena Mulhall**

*Executive Assistant*

**Ken Nakano**

*Director of Operations*

**Herman Pang**

*Director of I.T.*

**Elan Shore**

*Research & Special Projects Associate*

**Jessica Whaley**

*Associate Director of Economic Development*

**Downtown Center Business**

**Improvement District**

**626 Wilshire Blvd., Ste. 200**

**Los Angeles, CA 90017**

**(213) 624-2146**

**DowntownLA.com**

**24-Hour Service Center: (213) 624-2425**

**Downtown Guides: (213) 955-0269**

## JOIN US: ANNUAL PROPERTY OWNERS MEETING

**April 16 at 7:45 am**

**Los Angeles Athletic Club**

The DCBID invites you to join us for our Annual Property Owners Meeting on Thursday, April 16 at the Los Angeles Athletic Club. Get your day started with complimentary continental breakfast and be the first to see the DCBID's 2014 Annual Report. Hear from City and BID leadership, and learn how your contributions make a tangible difference in the city in which we all work and play. We hope to see you there.

**RSVP today to Mike Filson (213) 624-2146 ext. 223.**

## UPCOMING MEETINGS

**Apr 20, May 18 & June 15 @ 2pm**

**Marketing Roundtable Meetings**

*DCBID Offices*

**May 6 & July 8 @ 8:30am**

**Board of Directors Meeting**

*DCBID Offices*

*Property owners are welcome to attend these meetings.*